ary, it means weeks, even months of deay—with a shortage of all standard makes of cars at the end.

"But the third reason, and the phase

W. L. FRY SHOWS FOUR DOOR BODY

Removable Partition Separates Driver From Passengers in Open or Closed Car.

Every year when the big automobile show rolls around its most interesting features are the new offerings. The Springfield Hody Company of Spring-field, Mass, always a leader in new lody designs, comes out this year with what has been called by some the ultimate in automobile body utility, convenience and comfort. It is the new four door Springfield type body—the first design of its kind to enter the medium price car

of its kind to enter the medium price car class.

The Springfield company, starting with the Springfield metal body back in 1994, has developed its product by various stages until the new four door offering presents itself. After the metal bodies came the convertible bodies with fold-ing top. Then was produced the con-vertible body with permanent roof, a

Not content with these achievements. Walter Fry, president of the Springfield Body Company, startled the industry with the announcement that he would build the Springfield type bodies in quantitles at a lower cost of production for medium priced cars. That was a year ago, and he has fulfilled his promise. Now comes the most attractive design Now comes the most attractive design of all—the new four door body.

The first Springfield type body to be filt in quantities was the two door dan. About the only objection to this design was the fact that the chauffeur in entering the car was compelled to step directly in front of the passengers and often on their feet in order to get to the driver's seat. To overcome this disad-vantage a door for the driver was placed in the left front of the car, while the passengers entered through a doer in the centre of the car on the right

Although this type of car overcame the disadvantage of the previous design, Fry thought there was still room for improvement and the result is the four door type with removable partitions between the driver's seat and the tonneau, which is attracting so much attention at the show

attracting so much attention at the show this week. The new design affords the user a combination of practically every type of body desired.

By lowering all of the windows and leaving the partition out, the owner has the ever popular open touring car with a permanent roof, giving absolutely open vision from the windshield to the back of the body. Not even a piece of framework is left above the body rall. By placing the partition between the driver and the tonneau, the user has a touring car with the chauffeur separated from with the chauffeur separated from passengers. Another advantage in arrangement is that the partition shields the passengers from wind and

With the partition up and simply by raising the rear quarter windows and tonneau door windows, one finds available a closed limousine. For protection to the chauffeur the side windows in front can also be raised and the whole car is given the same effect as that a Berlin limousine,

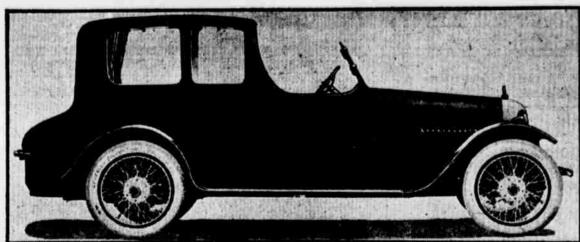
In case one of the passengers desires to drive the car and dispense with the services of the chauffeur for the time being at least, the partition is instantly removable and the car is immediately transformed into a sedan.

"It is the only automobile body on earth equally adaptable to the requirements of the rich and poor," said Fry at the show last night, "If you have a chauffeur it is especially designed to accommodate one. If you drive your own car it is exactly the right style of big car for your use, because there is no chauffeur's compartment to annoy you. It answers every requirement and I am sure it will be one of our biggest sellers."

The venerable pioneer and good roads enthusiast attracted a world of attention wherever he went this year and helped sustain the Pathfinder's record of big human appeal.

On the sight cylinder King there is a duplex carbureter that has a "loafing" range for ordinary driving and a "sporting" range for ordinary driving and a "sporting" range for great speed and emergencies.

New Pathfinder Twelve Cylinder Town Car.



MANY ROADS OPENED DEMAND CONTINUES BY PATHFINDER CO. WHEN PRICES RISE

Auto Concern Mapped Out Transcontinental and Other Routes for Motorists.

Ever since the Pathfinder was first designed and introduced the Pathfinder company has been noted for the im-portance it gave the human element in its plans and activities.

From the first the company engaged in genuine path finding in more ways than one. In exploring the trails of the vast West and in helping to select the routes of the Lincoln Highway and the path of practically every other impor-tant transcontinental route the corrpany earned a debt of gratitude from every motorist who tours. Whether one goes across the continent or not the influence for good roads brought about by the dis-cussion and the path finding is a great

roussion and the path finding is a great help to unotoring.

Possibly the most noted transcontinental traveller of all time is old "Lena," a Pathfinder which has eleven transcontinental journeys to its name. All the early journeys were made by it when the roads were mere trails, and some of them totally unexplored by motor car up to that time. The Westgard brothers did many of their early trail explorations at many of their early trail explorations at the wheels of Pathfinders, and data gathered by them in the early days are still the basis of route information on

every important cross-country highway. Exra Meeker, the noted pioneer who has sixty-four years of earnest labor for good roads to his credit, completed last season in his eighty-fifth year his most recent cross-continent trip in a Path-finder twelve cylinder car, the body of which was converted to a "schooner" type vehicle similar to the prairie schooner in which the first crossed on the schooner in which the first crossed on the Oregon Trail with the help of two oxen. In speaking of his experience he says: "The car is as easy riding as a crack continental railroad train. I am 85 years old and it epeaks well for automobile engineering and construction when at my sge I can ride over 200 miles in one day and not be fatigued as much as by twenty miles in my original prairie schooner. I also find that when riding at forty miles an hour one does not realize the speed because of its smoothness."

ness."

The venerable pioneer and good roads enthusiast attracted a world of attention wherever he went this year and helped sustain the Pathfinder's record of big human appeal.

Advances All Along the Line

Motor Buyers.

Stores. And, inasmuch as 30 per cent. of buyers are engaged in some line of business themselves, they knew market conditions and so they anticipated a still one model five passenger car.

The officials of the Columbia Motors Company of Detroit are men of an unsulphing further advance in the price of automobile industry came in threatening guise and had us all scared stiff for a guise and had us all scared stiff for a great st

Do Not Check Prosperous

Motor Buyers.

in makers to increase prices of the finished product, we were mighty anxious about the outcome.

"Nobody hailed the prospect with delight—the dealers least of all. They were convinced to a man that a price increase would be fatal. They were certain the demand would drop out to nothing. When told that unless conditions ing. When told that unless conditions changed radically and soon the manufacturers' profits would be wiped out and prices would have to go up, the dealers preferred to handle the cars on a smaller

discount basis rather than to risk an in-crease of list price.

"Here entered in a factor of which I doubt the average buyer was conversant; namely, that dealers' discounts on auto-mobiles of standard makes had long since been cut to the limit. It is very much less than it is on articles such as fur-niture, pianos, farm implements and

other staples,
"Prices of both materials and labor
did continue to go up, and since it was a
condition and not a theory with which
manufacturers were confronted, one
after the other bowed to the inevitable,
and the public saw higher prices,
"Then a strange thing happened. Instead of the demand dropping of a price.

"Then a strange thing happened. In-stead of the demand dropping off, as we all had anticipated, the automobile busi-ness has enjoyed one of the biggest booms in its history.

"This last December was the biggest

December we have ever known. It was more like May. "Analyzing the situation, it seems this was due to three things: First, the pre-valling prosperity which enables many people to buy even at the advanced prices who were not previously able at buy at all; and second, experience had taught buyers that the only time to get a prompt delivery is in the winter. When a prompt delivery is in the winter. When

COLUMBIA MADE BY MANY EXPERTS

Well Known Men in Industry Associated With New Car Company.

The new Columbia Six, which has caused a stir in motor circles, is being shown for the first time at the automobile show. The Columbia has numerous features which make it stand out disfinctly in the American motor car field. It is moderate in price, but in design of body and in the quality and complete-ness of its equipment may be compared favorably with the costilest cars.

motor car society with the great advantage of having included in its conadvantage of having included in its con-struction the things that are best in other cars. And in addition to this there has been added an originality of engineering and designing which adapt it especially to the requirements of the woman driver, who in this car has been pened to the automobile industry, was the fact that the public became aware all at once and for the first time, that automobiles are actually made and sold on a smaller percentage of profit than almost any other commodity, not even excepting the staple foodstuffs you buy in the stores. And, inasmuch as 90 per cent of buyers are engaged in some line of bush and the stores are engaged in some line of bush and the stores are engaged in some line of bush and the stores.

car of greater refinement and greater value by concentrating on one model, the Columbia officials are building but this recently established the validity of his

J. G. Bayerline, president, formerly was president of the King Motor Car

The Rim King.



A notable figure in the automobile demountable rim patent after a hard ten year legal battle. The outcome of the decision has resulted in the organization of the Perlman Rim Corporation.

yesterday.

"I refer to the necessity of tilting prices, with which we, in common with has not yet disappeared by any means.

"When, some months ago, it became apparent that if prices of materials continued to soar, it would be necessary for all makers to increase prices of the finished product, we were mighty anxious about the outcome.

"Nobody hailed the prospect with delight—the dealers is not yet dealers and by the delight—the dealers is not yet disappeared by any means.

"When, some months ago, it became thin is not to say, however, that we can call makers to increase prices of the finished product, we were mighty anxious about the outcome.

"Nobody hailed the prospect with delight—the dealers is not to say have a price and the product of the king Motor Car Company; Louis G. Kaufman, president of the Chevrolet Motor Car Company; Louis G. Kaufman, president of the Chevrolet Motor Car Company; and has been associated with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds some of the most successful companies in the field. He started with the Olds successful companies Its officers are W. C. Durant of the

continue to do so—thiugh I will say that it is the Reo policy to hold to its present prices just as long as the quality can be maintained and the product can be made without actual loss.

"Some people have wondered why we did not, during the past year, accelerate our factories and try to more nearly take care of the big demand. The reason was it was impossible to get materials up to our specifications beyond the point where we had covered with contracts a year or two previously.

It is Mr. Perlman's intention to devote the whole of his time to the manufacture of demountable rims, and his efforts in this direction will be divided wide experience in the automobile business and is favorably known throughout the pountry.

Walter L. Daly, sales manager, formerly was sales manager of the King Motor Car Company, Dealers everywhere know him as a man upon whom they can depend for co-operation in sales work, advertising and deliveries.

JEFFERY QUAD

Production to Be Increased to Meet Demand-4.000 Now in Use.

Production of Jeffery quad trucks will e considerably increased, according to W. Nash, president, of the Nash Motors Company. The marked success of this quad truck has resulted in a de-mand which will call for a bigger pro-duction schedule. This truck will be one of the features of a complete line of commercial vehicles to be manufactured by the Nash company.

"When the Nash Motors Company acquired the Jeffery factory," said Mr. Nash yesterday, "one of its most impressive features was the Jeffery quad truck. Wherever I have heard trucking problems discussed, and particularly in those industries that combine heavy hauls with the extremes of bad roads, the Jef-fery quad has been much commented on.

"After an investigation I learned that:
"Truck is considerable of a gymnast, with the extremes of bad roads, the Jef-carrying a two ton load it scales that steepest grades or negotiates hub deep mud or sand without apparent effort.

more than 4,000 quads are in daily seevice in fifty-five lines of trade, and are doing work in twenty-three different for-A BIG SUCCESS eign countries. "In army work, where a truck is put

face to face with the most adverse conface to face with the most adverse conditions, the quad has made a wonderful record. The armies of the various warring nations are using hundreds of quads for the most difficult kinds of field service. The Signal, Aviation and Marrine Corps and the Quartermaster's Department of the United States army are all big users of the quad.

"I have had considerable experience in the manufacture of motor trucks and after going over the Jeffery quad part

after going over the Jeffery quad part by part I found that the design and construction were correct, the mater the finest and the workmanship of high-

est quality."

As the name indicates, the Jeffery quad drives on all four wheels, if one, two or three wheels slip and full form, traction all power is automaticate transferred to the remaining wheal the trol under all conditions is assured lie-cause of its sturdy construction the truck is considerable of a gymnast



THIS big, roomy seven passenger Jeffery Six Touring Car will impress you as rare value at \$1465. It is perfect in every detail handsome streamline body - divided front seats.

Its 53 horsepower motor combines giant power with marked economy.

Sixes are priced as follows: 7 Passenger Touring Car, \$1465; Roadster, \$1435; 7 Passenger Sedan, \$1630; Sedan Combination, \$1690. Fours: 7 Passenger Touring Car, \$1095; 7 Passenger Sedan, \$1260; Sedan Combination, \$1320.

See the Jeffery Six and the complete line of Jeffery Motor Cars at the Automobile Show and all regresser Motor Car Co., 17st Beaching

THE NASH MOTORS COMPANY. KENOSHA.WIS.

Makers of Jeffery Cars and Trucks Including the Jeffery Quad

The Steam Car has

Come into its Own

The most strikingly new develop-

ment in motor car construction

that you will see at the show

The Doble

OBLE



Why the Pierce-Arrow cannot be exhibited

The greatest thing about the Pierce-Arrow Car will not be exhibited at the Auto Show.

You will find at the show beautiful examples of Pierce-Arrow workmanship-painting, upholstery, finish, appointments. It is all as fine and good as a lady's boudoir. But they are no more the real Pierce-Arrow Car than Caruso asleep is Caruso singing Rigoletto.

The real Pierce-Arrow exhibit is the estimation in which it is held by its owner, the service that it renders steadily and day after day over a long term of years, under all sorts of conditions. Paint, varnish, upholstery-these are but the costume. Ability, dependability, comfort, safety, peace of mind-these are the things that Pierce-Arrow gives its owner in such full and unstinted measure that it is worth while to dress the car like a princess, because there is worth

behind that beauty. Nevertheless, there are Pierce-Arrow Cars at the Auto Show, and more at the salesrooms in West 54th Street.

New York Sale. Harrolds Motor Car Company 233 West 54th Street

New Jersey Sains Ellis Motor Car Company 416 Central Ave., Nevark



need, including the needs of your

DOES THAT SOUND flippant? We assure you we do not mean it so. Nor is it far-fetched by any means.

IN TRUTH we do not know of anyone who owns one of every Reo model, but we could name several who own as many as four or more Reos of different types.

IT ISN'T UNCOMMON to find business men who own both 2-Ton and 14-Ton Reo trucks, and one or more Reo pleasure cars as well.

AND IT ISN'T DIFFICULT to think of many who might profitably own even more of every model.

ONE THING IS SURE: You find more Reo models in the same owner's garage than of any other

THAT'S BECAUSE once a man owns a Reo he is "sold" on Reo quality, Reo dependability, and Reo low cost of upkeep.

SO WHEN HE DOES need another car or truck, either smaller or larger than the one he has, first thing he does is to find out whether Reo makes such an one.

"50 PER CENT OVERSIZE" in all vital parts, the Reo standard factor of safety, is in all Reos-look them over at the show.

LET A REO MAN go over the stripped "cut out" chassis with

THEN YOU'LL KNOW why Reos are so reliable and so almost unbelievably economical in upkeep.

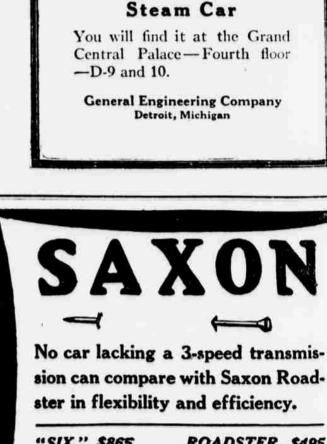
NOT THE CHEAPEST to buybut the cheapest to own-that is the Reo slogan.

All prices are f. o. b. Lansing, Michigan Reo Motor Car Company

Lansing, Michigan Reo Motor Car Co. of N. Y. Inc.

Broadway at 54th St. New York City, N. Y. New Rochelle Branch New Rochelle, N. Y.





this year is

ster in flexibility and efficiency.

"SIX," \$865

ROADSTER, \$495

At Show-Main Floor-2nd Aiele Right-Straight Ahead Saxon Motor Co., of N. Y., 1744 Broadway